

Kenra Professional® *Education*

Crafted to meet the needs
of the modern stylist



YouTube

- + Always On-Demand
- + Trends & Techniques
- + Extensive Tutorial Library



Virtual Education

- + Free Live Education
- + Classes Updated Monthly
- + Interactive Classes on Theory & Techniques



In Salon

- + Advance Your Skill Set
- + Exclusive In-Salon Classes
- + Request through your Brand Development Representative

KENRA®
PROFESSIONAL



“My results with
Kenra Color *have*
been incredible!”

Eric Vaughn
Kenra Color Artistic Director



Scan To Learn More
To see our full class offerings and learn
more about Kenra Professional Education.

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FLIP OVER
FOR FULL COLOR
WALL CHART



KENRA COLOR® WALL CHART

KENRA COLOR®

Experience proven
performance &
limitless *creativity.*

Kenra Color® empowers colorists of all
levels to craft the perfect formula –
so you can give every client
The Power of *Great Hair*®.



The Power of Kenra Color®

Here's our P.O.V. (*Point of View*)

- Performance** Predictable, easy to use, 3x more conditioning
- Outstanding Shine** Up to 2x intense shine
- Value** More than just price; experience all the support Kenra Color has to offer

- Kenra Color®**
- + Provides up to 2x intense shine*
 - + Leaves hair up to 3x more conditioned**
 - + Leaves hair healthy-looking
 - + Gentle on hair
 - + Contains Aloe Vera Leaf Extract

* vs. untreated hair
** when followed by Kenra® Triple Repair Shampoo & Conditioner vs. untreated damaged hair

KENRACOLOR®

Permanent and Demi-permanent Shade Chart

P = Permanent D = Demi-permanent

LEVEL/ TONE	N NATURAL	NA NATURAL ASH	NUA NATURAL ULTRA ASH	NB NATURAL BROWN	A ASH	AA ASH ASH	BI BLUE	UA ULTRA ASH	SM SILVER METALLIC	VM VIOLET METALLIC	RoM ROSE METALLIC	B BROWN	BC BROWN COPPER	G GOLD	GB GOLD BROWN	C COPPER	CN COPPER NATURAL	RB RED BROWN	R RED	RC RED COPPER	RR RED RED	RV RED VIOLET	VR VIOLET RED	PV PEARL VIOLET	V VIOLET	VV VIOLET VIOLET
10	10N P/D				10A P/D				10SM P/D			10B P/D													10V D	
9	9N P/D				9A P			9UA P		9VM P/D					9GB P/D									9PV D		
8	8N P/D	8NA P/D	8NUA D		8A P	8AA P			8SM P/D	8VM P/D	8RoM P/D	8B P/D		8G P	8GB P/D	8C P										8VV D
7	7N P/D	7NA P/D		7NB P/D	7A P/D	7AA P		7UA P	7SM P/D			7B P/D	7BC P	7G P			7CN P	7RB P			7RR P					
6	6N P/D	6NA P	6NUA P/D	6NB P	6A P/D	6AA P						6B P	6BC P	6G P		6C P/D	6CN P	6RB P	6R P/D	6RC P	6RR P/D	6RV P				6VV D
5	5N P/D	5NA P	5NUA P/D	5NB P/D	5A P			5UA P				5B P/D		5G P	5GB P	5C P		5RB P/D	5R P	5RC P		5RV P	5VR P/D			
4	4N P/D		4NUA D		4A P							4B P/D	4BC P					4RB P			4RR P					4VV D
3	3N P/D		3NUA P																				3VR P/D			
1	1N P/D						1BI P																			

CLEAR GLOSS D

For use in any Demi-permanent formula to dilute the shade or decrease the amount of deposit. Mix on its own for a Clear Gloss Shine Service.

DIAMOND FROST D

Clear gloss with a slight blue undertone. This shade can be used to neutralize unwanted tones in the hair or to deposit color at a level 10.

Boosters
enhance permanent shades level 5-7











Rapid Toners
Toning on levels 8-10
GrBL Toning on Levels 4-6



Mixing Ratios & Processing Times

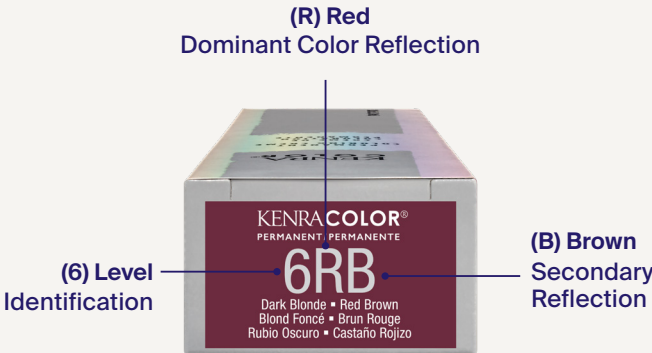
DO NOT USE HEAT

DEMI-PERMANENT COLORING CREME	ACTIVATOR	MIXING RATIO	LEVELS OF LIFT	PROCESSING TIME
		1:2	deposit only	up to 25 minutes
		1:1 for gray blending	deposit only for gray blending	up to 25 minutes for gray blending
		1:2 Rapid Toner only	deposit only Rapid Toner only	up to 5 minutes Rapid Toner only
PERMANENT COLORING CREME	DEVELOPER	MIXING RATIO	LEVELS OF LIFT	PROCESSING TIME
		1:1	tone on tone / deposit only	30 minutes
		1:1	1 level of lift / deposit / gray coverage	30 minutes / 40 minutes for gray coverage
		1:1	2-3 levels of lift*	30 minutes / 40 minutes for gray coverage**
		1:1	3-4 levels of lift*	30 minutes / 40 minutes for gray coverage**
STUDIO STYLIST EXPRESS	DEVELOPER	MIXING RATIO	LEVELS OF LIFT	PROCESSING TIME
		1:1	tone-on-tone / deposit only	10 minutes
		1:1	1 level of lift / deposit / gray coverage	10 minutes
		1:1	2-3 levels of lift*	10 minutes
SIMPLY BLONDE® ULTRA LIFTS	DEVELOPER	MIXING RATIO	LEVELS OF LIFT	PROCESSING TIME
		1:2	up to 4 levels of lift*	40 minutes

*Based on texture, density, and porosity. ** When hair is 80% or more gray, 20 Volume Developer is recommended

Shade Identifier

EXAMPLE: 6RB

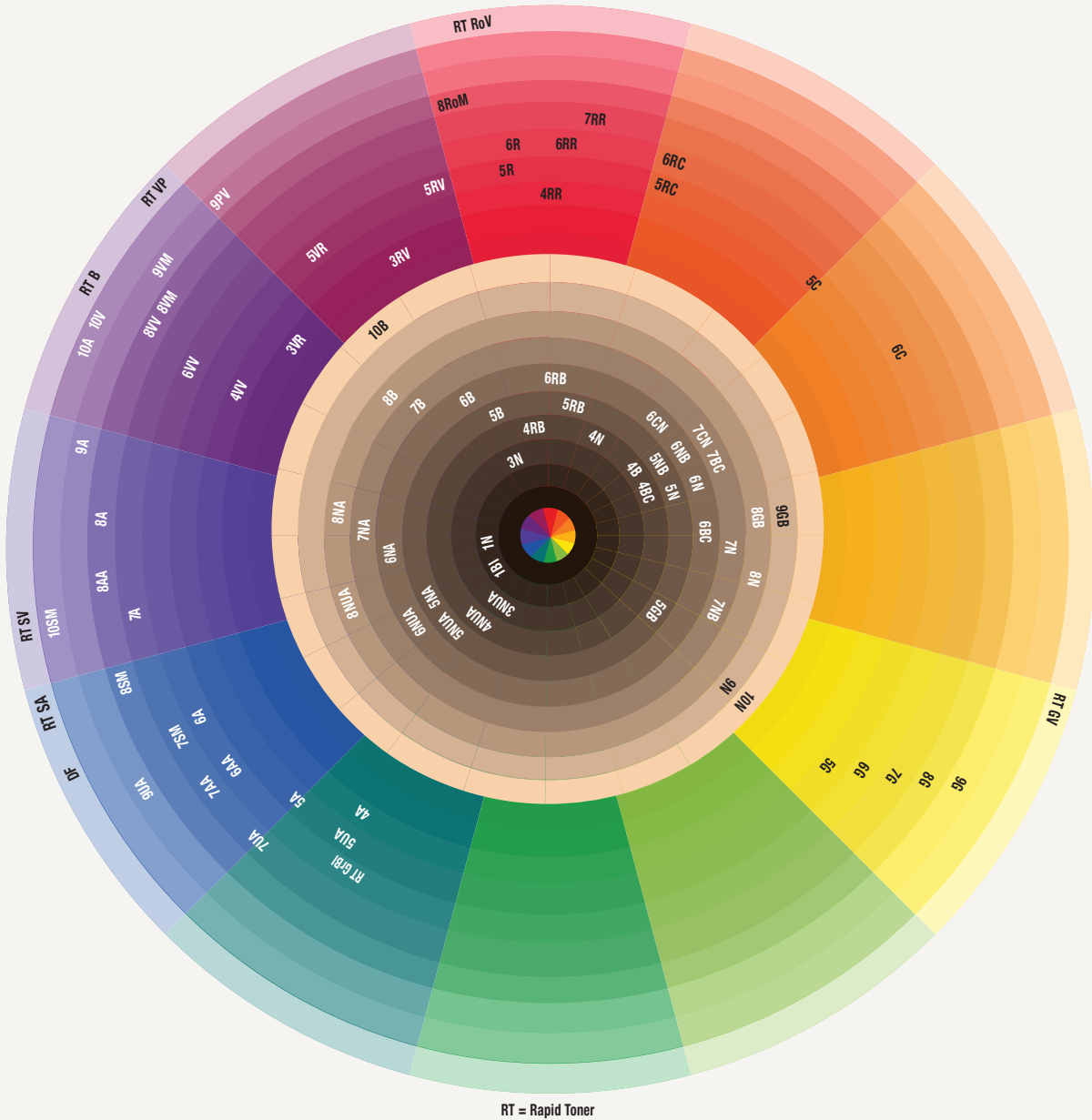


Kenra Color Level System

UNDERLYING PIGMENT

Underlying pigment refers to the undertones that are exposed anytime natural hair color is lifted. Use this chart to determine what underlying pigment will be exposed at the level you are coloring to and what neutralizing color can benefit your color formulation.

Level	Underlying Pigment	Neutralizing Color
10 Extra Light Blonde	Pale Yellow	Pale Violet
09 Light Blonde	Yellow Gold	Violet
08 Blonde	Light Gold	Violet Blue
07 Medium Blonde	Gold	Blue Violet
06 Dark Blonde	Gold Orange	Dark Blue Violet
05 Light Brown	Orange	Blue
04 Medium Brown	Dark Orange	Blue Green
03 Dark Brown	Red Orange	Green Blue
01 Black	Darkest Red Orange	Green



*Color shades are aligned in the areas where their bases are most dominant. Color shades in the inner circle are aligned accordingly while also containing a Natural or Brown base in the shade.